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ABSTRACT

This report reviews the 32-year history of the provision of instructional television by the South Carolina Department of Education's Office of Instructional Technology and the South Carolina Educational Television Network. Black and white photographs and text show the history of educational television programming and its utilization, as well as publications and staff development programs provided by the Office of Instructional Technology. A year-by-year summary of the highlights of instructional technology in the state from 1957-58 through 1989-90 concludes the report. (DB)

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INSTRUCTIONAL TELEVISION
IN
SOUTH CAROLINA

1958 1990

Prepared by
The Office of Instructional Technology
State Department of Education

Clyde H. Green
Director
Office of Instructional Technology

Sidney B. Cooper
Deputy Superintendent
Division of Instruction

Henry J. Cauthen
President
South Carolina ETV Network

Dr. Charlie G. Williams
State Superintendent of Education
South Carolina Department of Education

FOREWORD

Television, radio and computers are for learning - an idea that has become a reality over the past 32 years. What began as an experiment in September 1958 with 300 high school students in Columbia, this year was used in South Carolina by 19,827 teachers in 1,061 schools to reach 515,305 students. It has been my privilege to be a part of this development and advancement of the use of technology in South Carolina classrooms during the past 27 years.

I wish to recognize the users of technology for their contributions in our efforts to improve the quality and use of technology. After all, the users of technology with children have provided the important and final link in this success story.

Professional staff members have made major contributions both professionally and personally to the success we have enjoyed. Many of the individuals and the events that occurred during these years are highlighted elsewhere in this publication.

The staff members who have served the staff as administrative assistants, secretaries and clerks have made a major contribution to our success and I wish to pay them a special tribute for their hard work, dedication and professionalism. This special "thank you" includes all previous support staff but goes especially to my present staff of Lane Bowden, my secretary for 15 years, Willene Bolding, Sybil Beddingfield, Izuria Cooper, Rhonda Raven, Paulette Hutto, Joyce Ayers, Linda Benton, Sarah Flynn, Teri Mabry and Grace McAlister.

Finally, a word of appreciation for the time, knowledge, expertise and pursuit of historical facts goes to Harvey S. Teal who assembled the photographs and outlined the content of this publication. Harvey was on staff for 19 years until his retirement in 1986. He served as a valued colleague and was Chief Supervisor of the Resource Development Section for 17 of those years.

As you examine this publication on 32 years of Instructional Technology in South Carolina, I am sure you will share with me the sense of pride in what we have accomplished.

Clyde H. Green

Clyde H. Green, Director
Office of Instructional Technology

32 Years of Instructional Television In South Carolina

In 1958 an experiment in the use of TV in classroom instruction began at Dreher High School. Dreher was chosen primarily because it was one of the foremost high schools in the state at the time, it was located in Columbia and its administrators, Principal J. K. Blum and Vice-principal R. Lynn Kalmbach, were progressive and innovative.

This successful experiment led in 1960 to the creation of a new state agency, SCETV. R. Lynn Kalmbach was chosen from the public school community to head this agency and ably served as its first General Manager until his untimely death in 1965. Since 1965, Henry Cauthen, as President of SCETV, has built upon this base and led the agency to its envied position as one of the outstanding public television operations in the nation.

R. Lynn Kalmbach
1960-65

Henry J. Cauthen
1965-present

During the 1958-69 period, Dewey Gentry, coordinator, David Stoney and Dr. George Bair served as Directors of Education to supervise the instructional television personnel at Dreher and ETV.

Dewey Gentry
1958-60

David Stoney
1960

Dr. George Bair
1961-69

In 1969, a realignment of responsibilities for instructional television occurred by joint agreement between S.C. ETV and the State Department of Education. This agreement states:

> By joint agreement between the State Board of Education and the South Carolina Educational Television Commission, the State Department of Education shall be responsible for the development, acquisition, scheduling and utilization of instructional television and radio resources to be used in the public schools by students, teachers, and adults. The South Carolina ETV Commission provides professional telecommunication support to achieve the approved program objectives of the Department; such support includes the production of television and radio programs, transmission of such programs, expansion of the ETV Network, printing, public information and publications, field technical services and other services that relate to the public school program in South Carolina. The Office of Instructional Technology is charged with the curriculum development, scheduling and utilization activities related to all department television and radio resources produced through the network. The Department is responsible for assessing the needs of the public schools with advise from the State Advisory Committee for Instructional Technology. In order to assure that all Department programs provided through the educational television and radio network are in keeping with desired instruction to be offered by the public schools, the State Board of Education shall review and approve annually the Department's recommendation for television and radio resources to be made available to the public school via the ETV and Radio Network.

The State Department of Education created the Office of ITV in 1969, and appropriate ETV personnel and funds were transferred to that office. Since 1969, this Office has been responsible for: the development, acquisition, scheduling, and utilization of television and radio resources for grades K-12 and for staff development and adult education, which are broadcast over the South Carolina Educational Television and Radio Networks. In 1983 the Office was assigned the administration of Department activities related to computer-assisted instruction in public schools. Two changes in the name were made: ITV and Radio (1976) and Instructional Technology (1983).

From 1969 to 1990, the Office was under the direction of Clyde H. Green, who for the past 27 years was a leader in instructional technology.

Mr. Green holds BA & M Ed. degrees from U.S.C., has done post graduate work at U.S.C and Duke University. After several years of teaching and administrative work at the high-school level, in 1963 he joined the South Carolina ETV Network in its early days of development, becoming the first field utilization person to work with schools in the use of instructional television. He served as Assistant and Associate Director of Education for S.C. ETV, 1963-1969, and Director of the Office of Instructional Technology in the Department of Education 1969-1990. Mr. Green has been active in many media groups, holding leadership positions and winning awards. He served as president of S.C. AECT (1975-76), President of the Division of Telecommunications of AECT (18 months), held the Charter Chairmanship for two years (1981-83) of the SECA Center for Instructional Communications of the Southern Educational Communications Association. For two years he served as a committee member of the Nebraska National Videodisc Advisory Committee. He was selected as S.C. Media Person of the Year by S.C. AECT (1982). He was honored by the Center for Instructional Communications during the 1988 SECA Conference with an Award of Excellence. A plaque was presented to him with the inscription "For Outstanding Dedication And Leadership To The National Instructional Technology Community." The Southern Educational Communications Association (SECA) is a professional organization representing the public television agencies in 21 states.

Office Staff (May 1990) Back Row (left to right): Nick Martin, Arletta Raley, Robert Reese, Danny Pipes, Jackie Davies and Tom Shirk. Front Row (left to right): Doris Parker, Kathy Plumley, Clyde H. Green, Sandra Thomas and Judy Brasington.

PLANNING

The office achieves its mission through a staff developed annual management plan containing objectives in the categories of:

Planning

Management

Administration

Dissemination

Personnel

Fiscal Management

Computers

Reporting

Dr. Charlie G. Williams and Clyde H. Green

Resource Development Section

Public school television and radio instructional resources that are broadcast over the ETV Network are provided in a number of ways -- some are acquired from sources outside South Carolina and others are produced by the Office of Instructional Technology through the facilities of the South Carolina Educational Television Network. The Resource Development Section has the responsibility for these activities.

During the past 32 years (1958-90), sixty-four television series have been produced at the SCETV Network for use in the public school classrooms of the state. The Resource Development Section of the Office in Instructional Technology, State Department of Education, has been responsible for developing these resources for the schools since 1969. The chief supervisors of this section during those years were:

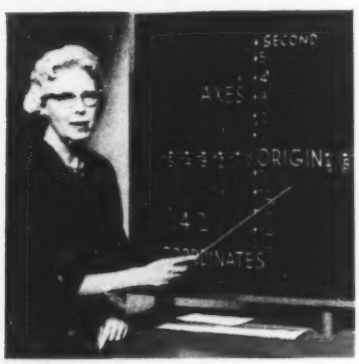
Edward J. Cronin
July-October 1969

Harvey S. Teal
October 1969 - June 1986

Reta P. Richardson
August 1986 - January 1990

The Resource Development Section staff of content and instructional designer/producer and the series they produced are shown below. Three of the following pioneers in the course development are now deceased - Cornelia Turnbull, Rhoda Lugenbeel, and Ruth Thomas.

LEE APPLEGATE
THE RIGHT WAY (driver education)



SARAH AULD
Co-produced INTRODUCTION TO MATHEMATICS I & II series
JUNIOR HIGH MATH I & II
GENERAL MATH

PAT CONNER
Co-produced CATCH ON (vocabulary)

EMILY COLLUM
CONRAD (health)

HAROLD CARLSON
SPORTSMANLIKE DRIVING

DOUG EHRLICH
COLLEGE ENGLISH COMPOSITION

ROBERT ELTON
Directed CHEMISTRY series
Co-produced the GROWING UP series with the Office of General Education (health)
Co-produced series SCHOOL BUS SAFETY with the Office of Transportation

VERNON FLATT, Ph.D
MODERN ALGEBRA FOR TEACHERS

JACK HANNA
WAYS OF THE LAW, MAKING THE GOVERNMENT WORK, COPYRIGHT LAW
Co-produced PASS IT ALONG (environmental ed)

JACQUELINE JACOBS, Ph. D.
LIFE SCIENCE

SARA LOWREY
HOW DO YOU SAY IT?

RHODA LUGENBEEL
ALGEBRA I & II
INTERMEDIATE ALGEBRA
TRIGONOMETRY, COLLEGE ALGEBRA
ADVANCED HIGH SCHOOL MATH

Photo Not Available

RUTH MCKINNEY
GRAMMAR AND YOU

PORTER MCLAURIN, Ph.D.
LET I & II (The Learner, the Environment and the Teacher)

MARVIN O'NEAL
PHYSICAL SCIENCE
CHEMISTRY

HANZ PAULEY
ART & YOU
ART AND IMAGINATION

DANIEL PIPES
THE PALMETTO SPECIAL
SOUTH CAROLINA GEOGRAPHY

GARY POZSIK
FOCUS ON EDUCATION

ARLETTA RALEY
TIMES FOR SOUNDS I, II, III, IV, V
HOLIDAY SPECIALS, EXPERIENCES IN MUSIC, DRAMA AND DANCE, AMERICA COUNTS, HARMONY, GUITAR, BSAP MATH 3, 6, 8
Co-produced PASS IT ALONG (environmental ed)

MARGARET RORISON
GETTING THE WORD
GETTING THE MESSAGE

12

LEGRAND ROUSE
GOVERNMENT-POLITICS-CITIZENSHIP

REX SCHNUPP
Co-produced CATCH ON (vocabulary)

ARACELIS SHAW, PhD.
EL ESPANOL I & II

HARVEY TEAL
SOUTH CAROLINA HISTORY (2nd Version)

RUTH THOMAS
SOUTH CAROLINA HISTORY (First Version)

SANDRA THOMAS, Ph. D.
SANDLAPPER'S CORNER
UNDER THE BLUE UMBRELLA
UNDER THE YELLOW BALLOON
IT'S A RAINBOW WORLD, WHERE ARE WE?
ECON AND ME

BEST COPY AVAILABLE

CORNELIA TURNBULL
GEOMETRY

LUCY TURNEY-HIGH
FRENCH I, II, III

JOHN WENTWORTH
ELECTRONICS

MARY WILLIAMS
Co-produced INTRODUCTION TO
MATHEMATICS I & II

A Sample of Excellence

The quality of these programs developed over the past 32 years by South Carolina has received recognition in many regional and national competitions. Some of the most prestigious are:

1964 Ohio State Award
ELECTRONICS AT WORK

1965 Ohio State Award
Chemistry-Lesson 21

1967 AAA Certificate of Commendation
Sportsmanlike Driving

1970 Ohio State Award
"How A Bill Becomes A Law"
Part 1 - S.C. HISTORY

1971 SECA-Outstanding Television Program
"The Fog Mob"
GETTING THE WORD

1972 AECT Annual Award for Outstanding Educational Program for: Outstanding use of multi-channel taping and distribution center providing instructional programs through television

1972 AECT Annual Award for Outstanding Educational Program for: Production and presentation of the television series, "The Learner, the Environment, the Teacher"

1973 Programs Ohio State Award
"It's a New Sound"
GETTING THE WORD

1973-74 SECA
GIFT OF THE MAGI
Certificate of Merit in creative instructional programming

1974 Chicago International Film Festival
Certificate of Merit
"Oconee - The Great Blue Hills of God"
AMERICA COUNTS

1975 Chicago International Film Festival
Television Productions/Educational: Network and Local
"Renaissance Man"
AMERICA COUNTS

1975-76 SECA Creative Production for Instructional Television - "The Journey"
AMERICA COUNTS

1977 Freedom foundation Award at Valley Forge "One American Chappie James"
AMERICA COUNTS

1978 SECA-Best Instructional Program Award
"It's Payday" - UNDER THE BLUE UMBRELLA

1979 National Association of Educational Broadcasters
Certificate of Recognition, Graphics and Design, for the set design for the instruction television program THE WHITE CAT

1980 Corporation for Public Broadcasting
Honorable mention and nomination for best children's program for CATCH ON

1980 SECA
Certificate of Merit, Instructional Radio Programming Category for CATCH ON

1980 SECA
Certificate of Merit, Instructional Television Programming Category for WAYS OF THE LAW

1980 SECA
Certificate of Merit for Instructional Television Programming "Contract/Consumer Law" WAYS OF THE LAW

1980 SECA
Certificate of Merit for Instructional Television Programming Instructional Category "Message Invasion" CATCH ON

1981 SECA
Certificate of Merit for "I'm Adopted" UNDER THE YELLOW BALLOON series

1981 Columbia Advertising Club (Addy Award)
First Place in the Print Materials Category (Catalogs) for 1980-81 ITV/R Resources

1982 The Ohio State Awards
"The Beautiful Phantom of Daisy Bank" THE PALMETTO SPECIAL

1984 The Ohio State Awards
"Pickens/Marion/Sumter" THE PALMETTO SPECIAL

1984 SECA
Certificate of Merit for:
"The Arts in Celebration" HARMONY

1985 SECA Awards Competition
Certificate of Merit for:
Innovative Production ITV
"Decision 1788" MAKING GOVERNMENT WORK

1986 SECA Awards Competition
Certificate of Merit for Secondary Instructional Design
"Excuses, Excuses" MAKING GOVERNMENT WORK

1986 SECA Awards Competition for Secondary Instructional Design
"Secession", Parts I and II, THE PALMETTO SPECIAL

1988 American Bar Association
Certificate of Merit
"Minorities and the Constitution" MAKING GOVERNMENT WORK

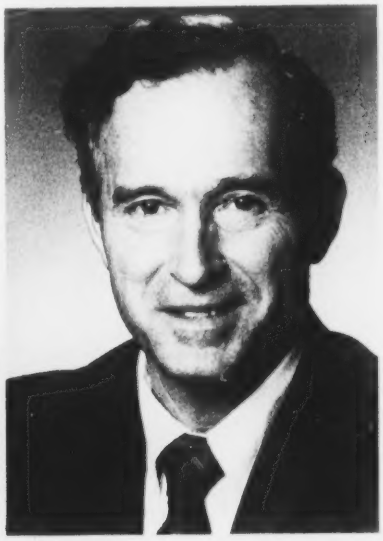
1988 SECA Awards Competition for Secondary Instructional Design
"Minorities and the Constitution" MAKING GOVERNMENT WORK

Utilization Section

For the past 32 years, teachers using ITV have been provided a variety of resources and tools to assist them. The Utilization Section, consisting of a chief supervisor, five consultants, and their secretaries provide these services. The Office of Instructional Technology has had three chief supervisors of utilization since 1969.

Bill Rentz
1969-70

William Scott
1970-72



Robert W. Reese
1972-to present

Staff (May 1990) Back Row (left to right): Jackie Davies, Nick Martin and Kathy Plumley. Front Row (left to right): Judy Brasington, Robert Reese and Doris Parker.

The utilization consultants operate from field offices in five areas of the state.

Aiken

Photo Not Available

Wally Simpson
1969

William Scott
1969-70

Nicholas Martin
1970-present

Charleston

Photo Not Available

John Kennedy
1968-69

Charles Edmonds
1969-80

Judy Brasington
1980-present

Greenville

David Lynch
1969-74

Audry Eddy
1974-89

Jackie Davies
1990-present

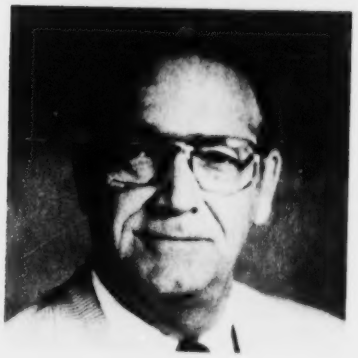
Florence

Bill Rentz
1968-69

Florence

Doris Parker
1989-present

Rock Hill



Jim Giles
1972-74

Rock Hill

Charles Edmonds
1969

Cecil Roland
1969-71

Larry Armstrong
1974-87

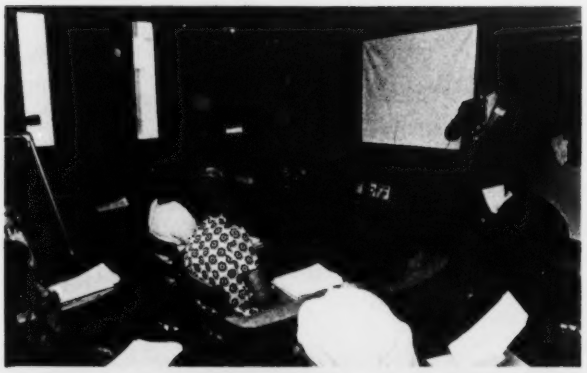
Dorothy Owen
1969-89

Robert Reese
1971-72

Kathy Plumley
1988-present

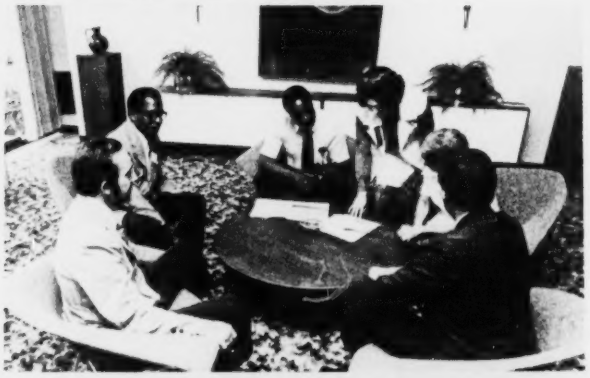
Utilization Section Services Provided

In-Service Presentations



Training VTR Operators

Planning with School Administrators



Building Coordinator Orientations

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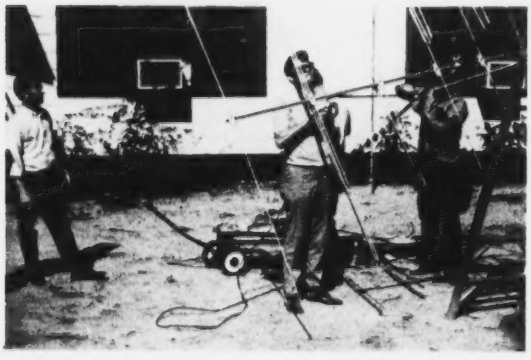
College Classroom Presentations

Conference and Civic Presentations

Instructional Computing

The utilization staff, in coordination with the S.C. ETV Network, helps plan network expansion and improvement, and the placement of state-funded equipment in schools and with teachers using ITV.

BDS Installed



Tower Erected

Taping Center

TV Sets

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Satellite Educational Resources Consortium (SERC)

Satellite Educational Resources Consortium (SERC) is a nonprofit consortium of 23 states and school districts made possible in part by funding from the Star Schools Federal Project. These agencies and public broadcasting aided by private industry, universities and local, state and federal government have formed the SERC partnership. State and local education agencies are SERC's link to schools, determining and designing courses as well as pinpointing the schools that will benefit the most from SERC offerings. Educational television provides the technical and production capability to deliver courses through satellite, microwave and cable technology. SERC has received two years of funding, 1989-90 and 1990-91 from the Star School Federal Project.

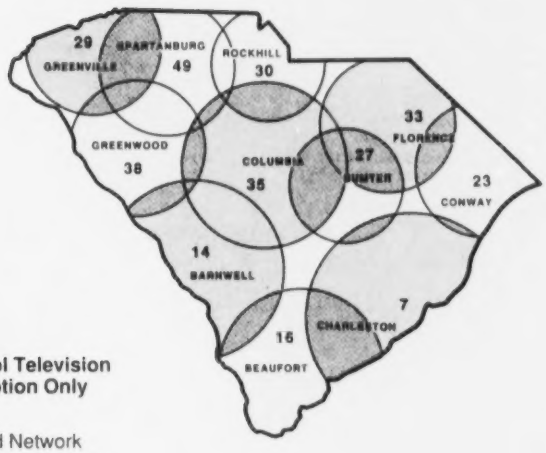
This Consortium helps schools meet teacher shortages in critical subject areas. Through SERC, schools that are geographically or economically disadvantages may now offer courses that would be otherwise unavailable, such as Japanese, Russian and advanced math classes. This is accomplished via satellite, and each classroom is equipped with interactive equipment so that students can communicate immediately with their instructors. The latest innovative technologies available, such as electronic keypad response systems, enhance the interactivity of the distance learning classroom. Students also use audiobridge conferencing systems to talk to the teachers and to receive tutoring during regularly scheduled sessions.

South Carolina participated in the pilot year of this project and today produces Russian I and AP Economics and utilizes all of the six (6) SERC courses. In 1990-91 fifty schools in South Carolina will have reception equipment to utilize the ten (10) courses to be offered. The use of 1989-90 SERC courses in South Carolina is shown below.

Course	No. of Schools	No. of Students
Russian I	18	84
AP Economics (2 semesters)	12	47
Discrete Math	6	17
Probability & Statistics	6	16
Japanese I	16	76

Russian I **teachers Vera Alexievyna Polyakova (left) and Michael Primak (right) talk with students while Sherry Beasley (second from right) identifies schools on-line for the lesson to Olga Alexievyna Kolesnikova (center) and Arletta Raley (second from left).**

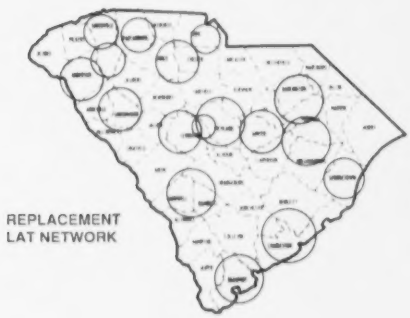
South Carolina ETV Distribution System



School Television Reception Only

☐ Red Network
☐ Green Network

Serving the in-school program are 11 broadcast television stations carrying elementary school programs. Many locations can receive both the "red" and the "green" networks, as shown. Regional ETV studios are located at Beaufort, Rock Hill, Spartanburg, and Sumter.

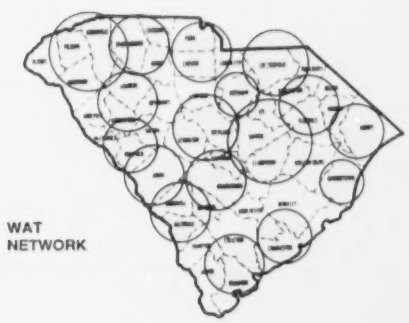


REPLACEMENT LAT NETWORK

The South Carolina Instructional Television Fixed Services (ITFS) replacement network became operational in 1986.

DISTRIBUTION

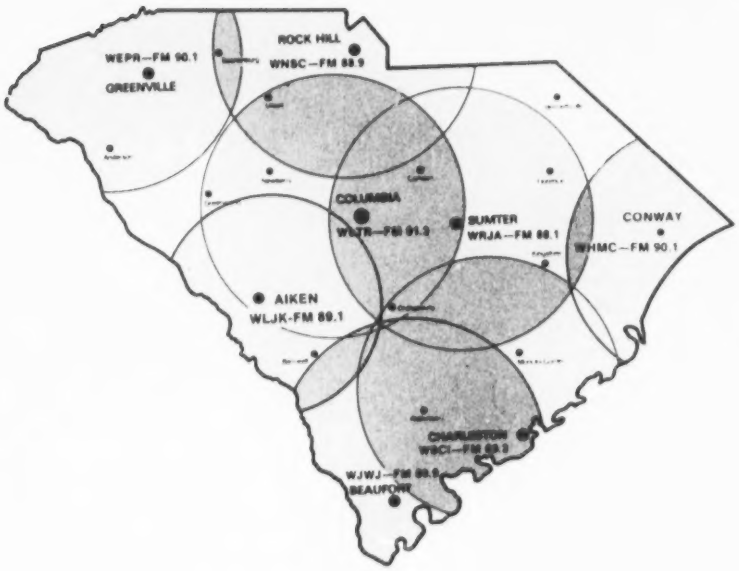
Approximately 319 secondary schools, vocational schools, and other school-related facilities are served by 17 tape and delay centers and the ITFS LAT system. Each ITFS tape and delay center generates four channels of programming from prerecorded tapes or by switching to one or more of the WAT channels for "live, real-time" programs.



WAT NETWORK

Additionally, 12 WAT transmitters and six repeaters, interconnected by way of a state-owned microwave system to the Columbia studio, serve approximately 153 secondary schools, the 17 tape and delay centers, and approximately 150 non-public school facilities, such as hospitals, technical education centers, law enforcement centers, health-related facilities, and colleges and universities. Each of these non-public school locations receives the four statewide channels of programming.

South Carolina Educational Radio Network



The South Carolina Educational Radio Network, established in 1972, broadcasts staff development and public programming on eight FM stations across the state. The eighth FM station, WLJK-FM (89.1) in Aiken, became operational in early 1989.

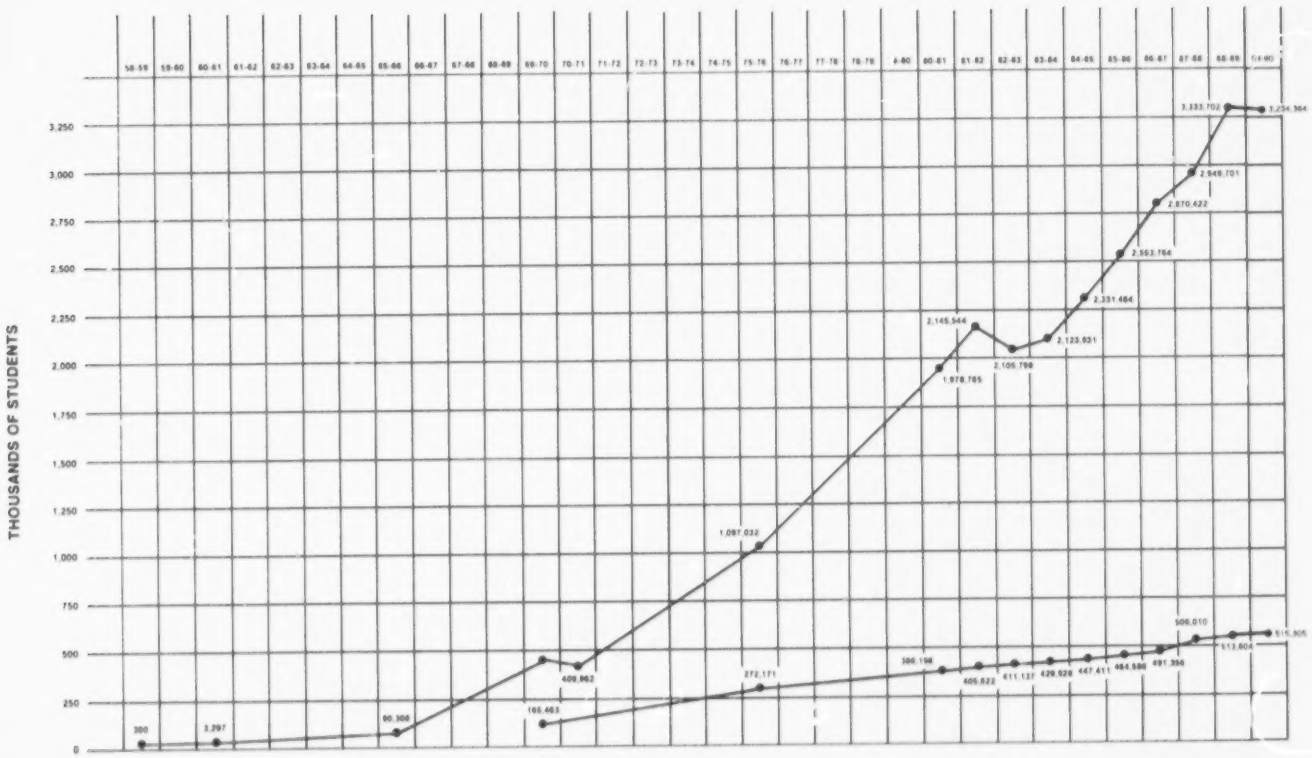
All stations operate at a power of 100,000 watts. The coverage map indicates the general coverage area for the existing stations within the Educational Radio Network, but by no means represents every school district that will be able to receive an adequate signal. Many schools beyond the areas indicated will be able to receive instructional radio with, and often without, the aid of antennas.

History of Utilization

This graph demonstrates the extent to which these resources and services that have been provided have led to the increase use of ITV in the past 30 years.

ITV UTILIZATION - 32 YEARS

TOTAL ITV SERIES USAGE
TOTAL INDIVIDUAL STUDENTS VIEWING

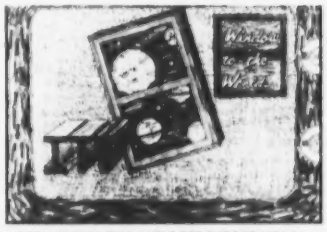


This chart shows the total ITV series usage, which counts students for each different series viewed and the number of individual students viewing ITV. Individual students viewing ITV was not officially documented until 1969-70. For further information, contact the S.C. State Department of Education's Office of Instructional Technology, 206 Rutledge Building, Columbia, S.C. 29201.

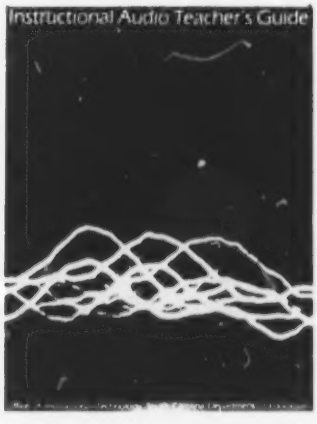
Publications

The Office of Instructional Technology uses printed materials to communicate information and to provide services to the public schools. The following publications are provided free of charge in quantity to the public schools or are available to them upon their request:

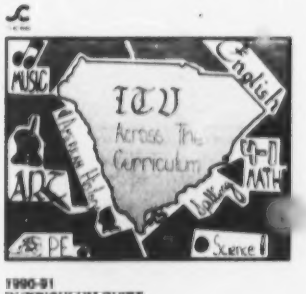
1. South Carolina Instructional Television and Radio Resources book: includes significant information about ITV/Radio Utilization, series telecasts, schedules, and series descriptions and yearly broadcast schedules of staff development programs. A copy of this book is mailed to all teachers and administrators in August.



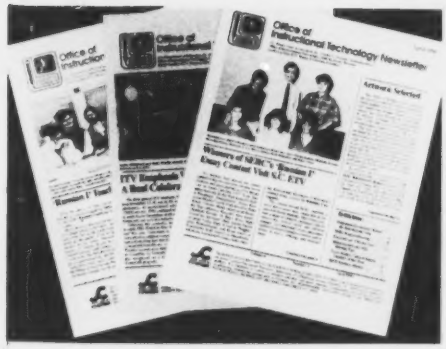
2. Instructional Audio Teacher's Guide: contains all teacher lesson guide material relative to the use of individual radio series.



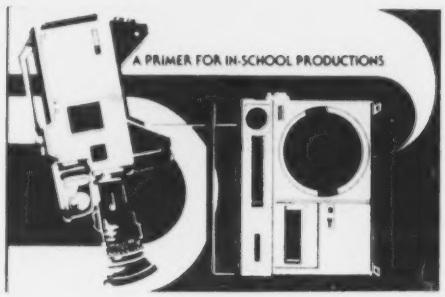
3. Curriculum Guide - ITV Resources in the Defined Minimum Program: correlates all ITV resources with the curriculum requirements of the Defined Minimum Program, to the Basic Skills Assessment Program, and to major curriculum needs. It is provided to administrators and curriculum personnel of each district.



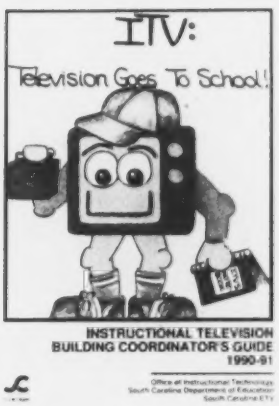
4. Instructional Technology Newsletter: a quarterly publication which features special articles about microcomputers and ITV/Radio utilization is distributed to all teachers and administrators.



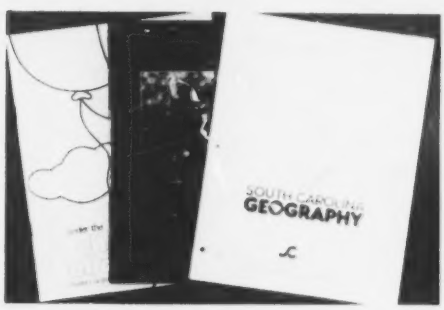
5. A Primer for In-School Production: a booklet which provides brief guidelines on the essentials of making low-budget TV productions by faculty and students.



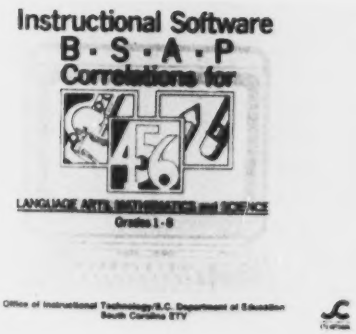
6. Building Coordinator's Handbook and Scheduling Calendar: provides a handy checklist of suggested services to assist teachers in the use of instructional television and radio throughout the school year.



7. Teacher and Student Lesson Guides for ITV Series: guides for each series' utilization. Several series are designed to use student work-sheets or other materials, and these are provided either in master copy or in quantity.



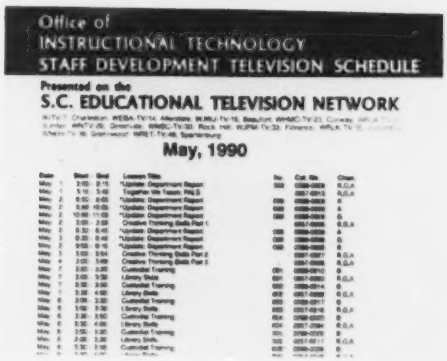
8. Instructional Software BSAP Correlations for Language Arts, Mathematics, and Science, Grades 1-8: provides information on grades 1-8 language arts, math and science microcomputer software that has been correlated to the South Carolina BSAP objectives.



9. Holiday Specials Poster/Schedule: provides a listing and a telecast schedule of holiday/Christmas specials broadcast during December of each year.

10. Staff Development Reference book: contains a description and schedule of staff development programs and series.

11. Office of Instructional Technology Staff Development Television Schedule: distributed monthly, August through May, contains a listing of televised staff development programs and their daily telecast schedules, with special notes to teachers and ITV building coordinators.


Office of
INSTRUCTIONAL TECHNOLOGY
STAFF DEVELOPMENT TELEVISION SCHEDULE
Presented on the
S.C. EDUCATIONAL TELEVISION NETWORK
May, 1990

BEST COPY AVAILABLE

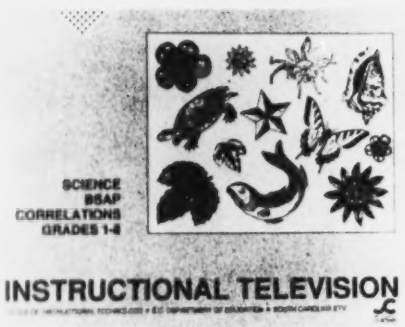
28

12. Office of Instructional Technology Staff Development Radio Schedule: distributed monthly, August through May, contains a listing of broadcast staff development programs and their daily broadcast schedules, with special notes to teachers and ITV building coordinators.

Office of
INSTRUCTIONAL TECHNOLOGY
STAFF DEVELOPMENT RADIO SCHEDULE
Presented on the
S.C. EDUCATIONAL RADIO NETWORK
May, 1990

13. PBS Video Catalog: provides information on programs that are available for use by schools in those districts that elect to pay a special access fee.

14. Instructional Television Science BSAP Correlations, Grades 1-8: provides selection of ITV programs that correlate to the science basic skills objectives and related subskill levels of the Basic Skills Assessment Program.



Staff Development

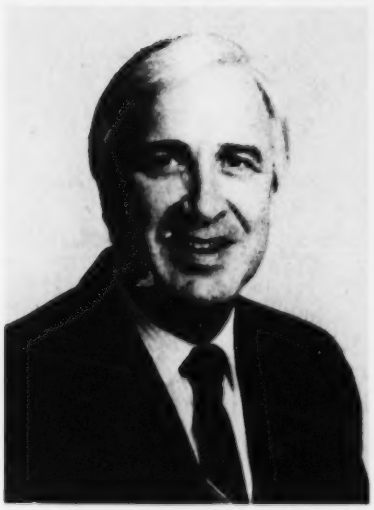
The office of Instructional Technology serves teachers, administrators, and other school personnel with one or more hours of staff development programs broadcast each school-day afternoon on the open- and closed-circuit channels of S.C. ETV and the S.C. Educational Radio networks. Resource Development Section staff supervises the production and utilization of staff development programs.

Programs covering a wide variety of topics deliver information and training opportunities to educators in their schools/school districts. Viewing the broadcasts and retaining the off-the-air recordings for local uses when they are needed to make the staff development resources conveniently accessible to school people. The large selection of resources include programs/lessons suitable for certificate-renewal credit; for teachers' point plans for credit; and for individual professional growth and information.

Throughout the history of ITV in South Carolina, staff development programming has made significant contributions to inservice activities. Growth in the number of staff development radio and television programs/lessons has been achieved over the past ten years with an increasing number of series and single programs being broadcast. In 1989-90, schools have access to 54 radio and television series and 229 single programs, comprising a total of 548 programs/lessons.

Each year the Office of Instructional Technology surveys all offices in the State Department of Education for recommendations and requests for programs to be acquired and produced for local staff development uses. This input is combined with that of the ITV Advisory Committee on Staff Development to make the decisions on the resources to be offered the following year. The chief supervisor of the Resource Development Section is responsible for coordinating and supervising all aspects of this service. The production specialists works with the State Department of Education staff members in the production and scheduling of programs to meet identified staff development needs.

Production Specialists



Robert W. Elton
1969-86

Jane K. Terpstra
1986-87

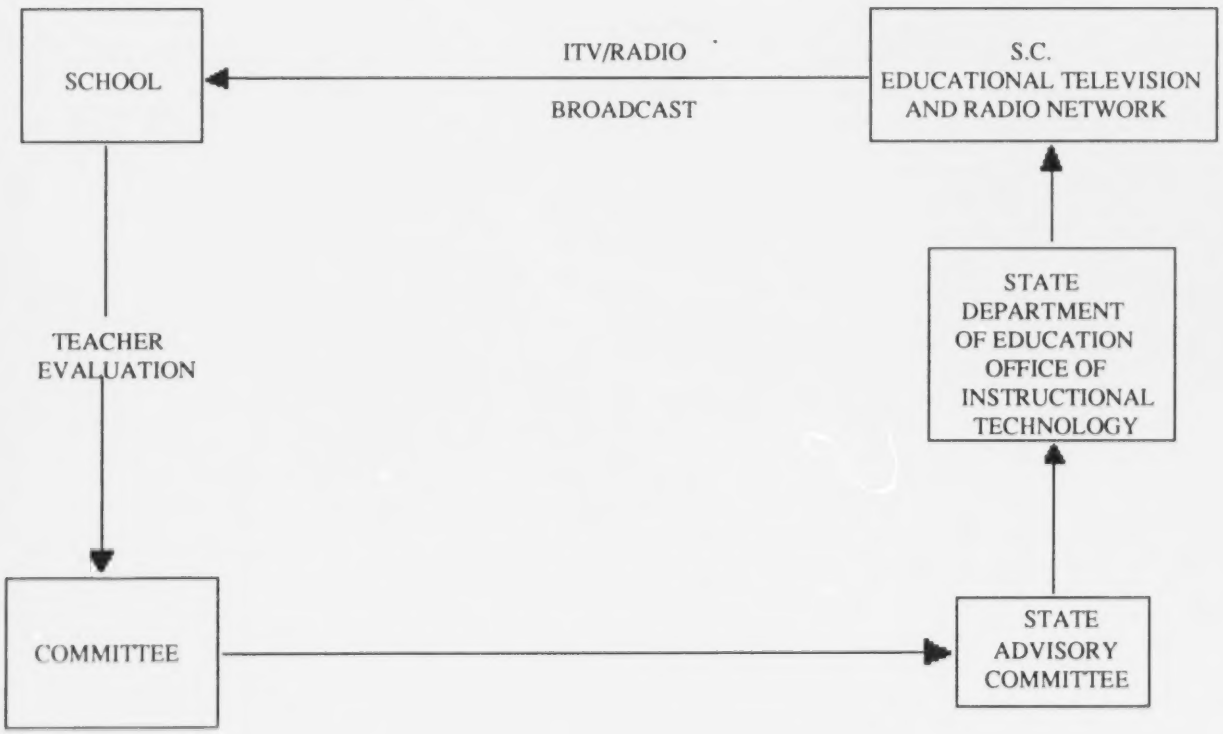
Thomas R. Shirk
1987-to present

Advisory System

An advisory system provides lines of communication between the Office of Instructional Technology and the schools to ensure that the instructional resources and services provided to help meet the educational needs of teachers and students. The system has four components -- 12 curriculum committees for the various curriculum areas, a principals' committee, an ITV building coordinators'committee, and a state advisory committee.

The State committee is composed of the 12 curriculum committee chairpersons, chairpersons of the three principals and three building coordinators' committees, appointed superintendents and district media personnel and selected State Department of Education staff members. The State committee meets annually and makes recommendations to the Office of Instructional Technology.

Instructional Technology Advisory System



32 YEARS OF INSTRUCTIONAL TECHNOLOGY HIGHLIGHTS

1957-58

The South Carolina General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. R.M. Jeffries, Jr. was chairman of the sub-committee that carried out this study. On March 11, 1958, the committee recommended that a pilot project be set up in one Columbia school.

1958-59

In the summer of 1958, a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. In September, two courses, French I and Geometry, were offered to 300 students. The courses were broadcast live from the studio with our first television teachers, Lucy Turney-High and Cornelia Turnbull. R. Lynn Kalmbach of the Columbia City Schools evaluated the project.

1959-60

The legislative committee requested an extension of television service to five Columbia schools. Rhoda Lugenbeel joined the staff and Algebra I was added. Each of these 160 one-half hour lessons was broadcast live each day. Now, 1,561 students were using instructional television.

1960-61

The General Assembly created the South Carolina Educational Television Commission in order to establish a permanent and expanded ETV network. The Commission selected R. Lynn Kalmbach as general manager. Four courses, now on videotape, were being transmitted to 31 schools in 11 counties via closed circuit. The Education Advisory Committee to the ETV Commission was named. This is now known as the State Advisory Committee. Total student enrollment was 3,297.

1961-62

Course offerings on ETV were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in postgraduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV System. Dr. George E. Bair joined the staff as Director of Education. The closed-circuit network was extended to include 50 schools in 26 counties. ETV enrollment: 14,397.

1962-63

Courses broadcast now numbered 11, and included trigonometry, English grammar, college English composition and physical science. The closed-circuit network now reached every county in the state and served 155 public high schools and 36 elementary schools as well as most higher education institutions. Course enrollment reached 18,463.

1963-64

The first open-circuit broadcast station, WNTV in Greenville, signed on in September with WITV in Charleston following a few months later. Resources expanded to 27 series. Clyde H. Green was employed as the first utilization consultant. Two hundred and fifty-nine schools utilized the open- and closed-circuit system and enrollment increased to 47,203.

1964-65

The closed-circuit network continued to be expanded, and funds were appropriated for the third open-circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Regional Councils were established to support the Education Advisory Committee with the chairman sitting as a part of the state committee. Total ITV enrollment: 88,704.

1965-66

Henry J. Cauthen was named Executive Director of the ETV Network. Two hundred seven schools were now served on the closed-circuit network with up to three channels being received by a number of them. Thirty series were offered with a growing emphasis on programs for teachers. The nation's first statewide program for training of law enforcement officers was begun. Enrollment was recorded as 116,308.

1966-67

The Columbia open-circuit station, WRLK, signed on and was named in honor of the late R. Lynn Kalmbach. Thirty-four courses with emphasis on elementary programming were broadcast. Four hundred twenty-three schools (38%) reported using ITV, and total course enrollment reached 172,825.

1967-68

Broadcast stations in Florence (WJPM) and Barnwell (WEBA) were added to the network. A demonstration project utilizing multi-channel closed-circuit transmission was initiated in 46 secondary schools in Greenville, Florence, and Darlington counties. ITV utilization coordinators were employed at these two sites. Five hundred six schools reported utilization of television with dramatic increase in total course enrollment of 294,396.

1968-69

The Florence-Darlington, Greenville multi-channel project resulted in an increase in enrollment of more than ten times, thus establishing the plan for multi-channel district distribution of closed-circuit. A demonstration project in Fairfield County indicated utilization is directly related to TV set availability. The first two ITV field offices were established in Charleston and Florence. The Southern Educational Communications Association was organized and located in Columbia. It serves as a regional planning agency for southern states for national educational television. A total enrollment of 332,022 in 649 using schools was reported for the 48 courses now broadcast.

1969-70

By joint agreement between the State Board of Education and the South Carolina ETV Commission, the Office of Instructional Television was established in the State Department of Education with responsibilities for the development, acquisition, scheduling and utilization of instructional television resources used in the public schools for teachers and adult learners. Clyde H. Green became director of the office, a position which he presently holds. The nation's first live domestic satellite transmission was organized in Columbia which demonstrated transmission and receiving of instructional television series. Two additional instructional television field offices were established in Aiken and Rock Hill. The first resource catalog for

televised courses was distributed to teachers and administrators. Twenty-one new television resources were among the 61 utilized in the 676 schools. The utilization survey contained for the first time the number of individual students. (165,463 individual students accounted for a total ITV enrollment of 472,362.)

1970-71

Color equipment and mobile facilities permitted production of instrumental programs on location. Instructional Television Building Representatives were appointed for the first time. The first ITV Newsletter, published three times yearly, was distributed to all teachers and administrators. An instructional television field office was established in Greenville. Three certificate-renewal courses were offered that year for the first time. Summer scheduling of selected programs under the title of "Summer Fare" first began. Due to the establishment of an unitary school system, 627 schools reported utilization of the 61 resources. While individual student count remained at 165,000 total enrollment declined to a 409,962.

1971-72

A color studio was put into operation at the ETV Center and ITV programs were first produced in color. One thousand forty-two classrooms in elementary schools were provided building distribution system expansion. The Governor's Management Review Study Commission recommended that the transmission system should be extended to every school and teacher in the state, and the General Assembly provided for a $3.6 million in bonds to extend open-circuit coverage. Six new courses were among the 64 broadcast and utilized in 655 schools. The 7,208 TV sets reported in service represented a substantial acquisition by schools.

1972-73

A multi-channel district distribution center was established in Columbia. The first FM educational radio station in Greenville (WEPR) signed on. There was expansion of the closed circuit network to 31 additional schools and 97 schools received increased multi-channel service. Sixty-three resources, four of which were new, were utilized by 806 schools. Individual student count of 215,477 resulted in a total course enrollment of 608,991. Two hundred and eighty-nine VTR's and 7,930 TV sets were in use by schools.

1973-74

WSCI-FM signed on in Charleston, the second of five projected stations. The closed-circuit network expanded multi-channel service to 139 additional schools. The first instructional television fixed services (ITFS) in Lake City was installed to serve 17 schools which was a closed circuit service. Four new district distribution centers were added: Lake City, Lexington No. 5, Rock Hill No. 3. Special scheduling was provided to support the highly innovative quinmester program in Rock Hill and Spartanburg No. 7. Thirteen new resources were among the 66 broadcast, and 8,796 TV sets provided reception for the total enrollment of 783,938.

1974-75

Construction began on transmitting stations for Beaufort and Sumter and closed circuit distribution centers. The Spartanburg tape and delay center began operation and a teacher studio was built by the Lake City Schools. Closed-circuit service was upgraded in 192 schools. A course entitled "TV in Education" was offered for graduate credit through the University of South Carolina in which 750 teachers and administrators enrolled during two semesters. Seventy-three courses were broadcast into 843 utilizing schools. TV set acquisition advanced dramatically to 9,848 and 405 videotape machines. Total ITV enrollment reached 986,411.

1975-76

WRJA in Sumter and WJWJ in Beaufort signed on as the first television broadcast stations with production facilities. Twenty instructional radio courses were offered for the first time in February 1976, with over 10,00 students enrolled. FM stations in Sumter (WMPR) and Columbia (WLTR) were added to the network. For the first time, high school students were able to obtain undergraduate credit in psychology through a cooperative program of the University of South Carolina and the Office of Instructional Television and Radio. Total ITV enrollment soared to 1,097,032.

1976-77

Ninety-two television series (of which 20 were new) and 20 radio series were broadcast. Six ETV stations, the closed circuit system of three state-scheduled closed-circuit channels going into 250 secondary schools, and four FM stations were broadcasting these resources. District distribution centers in Blackville, Beaufort, Sumter and Greenwood were added to the seven already in operation. Three teacher certification credit courses, 14 series and 52 single-program specials were broadcast as emphasis was placed on resources for staff development. Five thousand teachers and administrators utilized these programs. Seventy percent of the public schools were now within instructional radio coverage area. Radio utilization doubled for the first full year of broadcast-232 schools reported utilization. A total of 886 schools (76%) and 295,312 (48%) of our students used ITV, and the total course enrollment was reported at 1,316,623.

1977-78

Eighteen new resources were included in the 105 television offerings and 11 new series were included in the 29 offered via radio. WNSC-TV and WPRV-FM signed on in Rock Hill. A new publication, "ITV and Radio Resources in the Defined Minimum Program," was developed which correlated ITV and radio programs to curriculum needs in the defined minimum programs. Staff development programming was increased to over 395 individual programs which were contained in a booklet provided to public school staff. Utilization of these resources was reported by 9,432. An awareness campaign "Something's Happening" was successful. Governor Edwards proclaimed the week of September 12-16 "TV and Radio Learning Week" and the State PTA passed a resolution endorsing the use of ITV/ETV. Phenomenal growth in the use of radio was reported-now in its third year, using schools increased to 326, and utilization in all other aspects doubled. Schools reported utilization of 11,060 TV sets, 596 videotape recorders and 395

radios. This equipment was utilized with over 65,000 classes. Now, 898 (77%) of the schools and 322,598 (52%) of the students utilized ITV resources - a 17% increase in total series enrollment for a new high of 1,545,319.

1978-79

The 1978-79 school year marked the 20th year instructional television has been provided to the public schools. This 20th year shows continued growth in the use of ITV in South Carolina classrooms. Seventeen of the 112 series offered were new and eight of the 39 radio series offered were new. A series entitled "Focus in Education" was begun for the purpose of publicizing posi-tive aspects of South Carolina public education. Rock Hill Station WNSC-TV, Channel 30 completed its first full year of broadcast. The Corporation for Public Broadcasting provided grants for five utilization staff members to visit ITV/ETV organizations in Kentucky, Texas, Iowa, Mississippi, and Virginia. Utilization of instructional television by series grew to 1,618,906 students, a 5% increase over 1977-78.

1979-80

The 1979-80 school year marked the 21st year that instructional television resources have been made available to our schools and the fifth year of instructional radio service. In brief, the more dramatic accomplishments for the year are:

- 80% of our schools used ITV - 21 were new users
- 357,572 students had ITV as a learning resource - an increase of 24,250
- 1,493 teachers were new users of ITV resources
- 50% of our schools now have radios - 55 were new users
- 574 schools now have videotape recording equipment
- 16 new ITV series were added
- 59 ITV programs were produced at ETV
- 50 new staff development programs were produced
- WAYS OF THE LAW, a law-related education ITV series debuted and enjoyed good use

One of the most important series of information reported this year was that the 12,197 TV sets in our schools were utilized by 12,316 teachers with 357,572 students ... more than 57 percent of the student enrollment in our schools!

1980-81

The 1980-81 school year, the 22nd year that ITV resources have been available, were:

- 84% of our schools used ITV - 43 were new users
- 62% of our students had ITV as a learning resource
- 37% of our teachers utilized ITV
- 952 were new users - 655 schools now have videotape recording equipment - a 17% increase
- 40% of our schools used Instructional Radio - 38 were new users
- 15% more radios were purchased, an increase of 227
- To facilitate audio usage in the classroom, high-speed duplication equipment was installed at ETV in May 1981
- The number of educators taking advantage of staff development credit courses or viewing programs increased dramatically - total usage was over 8,600
- 734 earned certification renewal or graduate credit utilizing the 6 series offered
- 18 new ITV series were added
- 47 ITV programs were produced at ETV
- 68 radio programs were produced at ETV
- 46 staff development programs were produced at ETV

It seemed evident that ITV and Radio made a substantial contribution to teaching and learning in South Carolina schools.

1981-82

The 1981-82 school year, our 23rd, saw some dramatic accomplishments.

- 87% of our schools used ITV - 56 were new users
- 66% of our students had ITV as a learning resource
- 39% of our teachers utilized ITV
- 908 were new users
- 715 schools now have videotape recording equipment - 9% increase
- 47 staff development programs were produced at ETV
- Over 3,100 educators used staff development programs
- 486 earned certification renewal or graduate credit utilizing the series offered

To facilitate audio usage in the classroom, high-speed duplication equipment was installed at ETV in May 1981 and audio cassette copy of all IR were sent to taping centers and to the State AV Library.

1982-83

Some of the significant accomplishments for the 1982-83 school year were:

- 89% of our schools used ITV
- 68% of our students had ITV as a learning resource
- 39% of our teachers utilized ITV
- 760 schools now have videotape recording equipment
- 14,169 teachers used 10,742 TV sets
- 2000+ educators earned certification renewal or graduate credit utilizing the six series offered
- Office of Instructional Television and Radio received a grant from South Carolina Bar to develop law-related educational teacher material
- SAT Screen potential new ITV programs were fed by satellite to South Carolina and viewed in schools by 475 teachers and 3,409 students

1983-84

The 1983-84 school year was the 25th year that ITV resources have been available. A few of the more significant accomplishments were:

- 90% schools used ITV
- 71% students used ITV as a learning resource
- 40% teachers utilized ITV
- 74% schools now having videotape recording equipment (832)
- 44% color TV sets
- 84% schools having color sets
- 12,348 TV sets available for instructional purposes utilized by 14,620 teachers
- 12 curriculum committees added to the State Advisory System
- 2,000+ educators took advantage of staff development programs - 38% of the 544 programs were new
- 137 earned certification renewal or

graduate credit utilizing the four series offered

In September 1983, computer assisted and managed instruction was assigned to the office and the office name was changed to the Office of Instructional Technology. A comprehensive computer survey in January revealed that:

- 67% schools have microcomputers
- 4,053 computers in schools
- 15% instructional personnel judged to be "computer literate"

A major micro activity was the selection of recommended software for Basic Skills Assessment Program (BSAP) beginning with math (1-8) and continuing with selected programs for language arts and science.

A central micro lab at SCETV and "mini labs" in each of the five utilization field offices were established.

1984-85

The record of our services in helping meet the educational needs of the public schools of South Carolina for the 1984-85 school year reflect some significant achievements:

- 91% schools used ITV
- 74%students used ITV as a learning resource
- 40% teachers utilized ITV
- 82% school now having videotape recording equipment (929)
- 90% schools having color sets
- 13,052 TV sets available for instructional purposes utilized by 15,386 teachers

Work began on the Instructional Television Fixed Service (ITFS) system to replace closed-circuit.

- 19% new ITV series added to schedule for a total of 164
- 1,274+ educators took advantage of staff development programs, 25% of the 505 programs were new
- 48 earned certification renewal credit utilizing the four series offered

A computer survey was taken to report activities for the calendar year 1984 with the results as follows:

-81% schools have microcomputers
-6,400 computers in schools
-25% instructional; personnel judged to be "computer literate"

The office joined a multi-state project for the purpose of evaluating microcomputer software, Project SEED.

A major micro activity was a revised selection of recommended software for Basic Skills Assessment Program (BSAP) math (1-8) and the development of selected programs for language arts.

A statewide "Mock Trial Competition" to compliment the use of the ITV series, WAYS OF THE LAW, was conducted. A Good Citizenship contest was conducted to compliment the use of the ITV series, MAKING GOVERNMENT WORK.

1985-86

During the 1985-86 school year some significant accomplishments were:

- 93% schools used ITV
- 77% students used ITV as a learning resource
- 44% teachers utilized ITV
- 89% schools now having videotape recording equipment (986)
- 94% schools having color sets
- 6,028+ educators took advantage of staff development programs, 26% of the 531 programs were new

A computer survey was taken to report activities for the calendar year 1985 with results as follows:

- 95% schools have microcomputers
- 14,959 computers in school
- 36% instructional personnel judged to be "computer literate"

A major micro activity was a second revision of recommended software for Basic Skills Assessment Program (BSAP) math (1-8), a revised selection of software for language arts (1-8) and the development of a selection of software programs for science grades 1-8 publication.

Two ITV programs on the copyright law were developed, broadcast and used successfully. A statewide Copyright Teleconference was held in August 1985 that had participation from the educational community throughout South Carolina.

1986-87

The record of our services in helping to meet the educational needs of the public schools of South Carolina for the 1986-87 school year is reflected in these more significant facts of the year:

- 95 % schools used ITV
- 81% students used ITV as a learning resource
- 95% schools had videotape recording equipment (986)
- 75% TV sets were color sets
- 15,253 of the 17,488 TV sets available for instructional purposes were utilized by 17,806 teachers.
- 18% of the 510 staff development programs were new. Total series/programs usage was by 5,986 educators.
- Phase I of ITFS System competed by September 1986 and all grades 7-12 schools formerly on closed-circuit switched to ITFS
- A national ITV utilization conference was sponsored by the Office of Instructional Technology and held Charleston in May 1986
- PBS Video Project, Office of Instructional Technology developed a project whereby, for a small fee, school districts could acquire and use 156 hours of instructional programming

A computer survey was taken to report activities for the 1986-87 calendar year with the results as follows:

- 96% schools had microcomputers
- 24,041 computers were in schools
- 45% of all instructional personnel was judged to be "computer literate"

A major microcomputer activity was a fourth revision of recommended software for Basic Skills Assessment Program (BSAP) math (1-8), a third revised selection of software for language arts (1-8), and a second revision of the recommend software programs for science, grades 1-8 publication.

1987-88

A few of the more significant accomplishments in 1987-88 were:

- 95% of all schools used ITV
- 82% of all students used ITV as a learning resource.
- 92% of all school had some videotape recording equipment (1,023)

for instructional purposes
- 85% of all television sets used for instruction were color sets

A computer survey revealed that:
- 97% of schools had microcomputers
- 29,766 computers were in schools
- 51% of instructional personnel was judged to be "computer literate"

A total of 191 ITV series and 399 television and radio staff development series were broadcast. Twenty-one ITV programs were new while new staff development programs and series totaled 131.

The office conducted a student art contest from which were selected the front covers for the three major publications. Other selected artwork was used throughout the resource book.

A major microcomputer activity was to combine the recommended software listings for Basic Skills Assessment Program (BSAP), grades 1-8, into one publication. Revisions for software selections were made to the three curriculum areas of math, language arts, and science.

A central microcomputer lab at S.C. ETV and "mini" labs in each of the five utilization field offices continued to serve educators.

A 4 million dollar bond bill was passed by the General Assembly to expand ITFS Four-channel wide Area Transmitter Reception in eight new district distribution centers servicing secondary schools.

1988-89

Accomplishments in 1988-89 include:
- 95% of all schools used ITV via either open-circuit, ITFS, or taped programs
- 83% of all students used used ITV as a learning resource
- 52% of all teachers utilized ITV
- 95% of all schools (1,052) had some videotape recording equipment for instructional purposes
- 90% of all television sets used for instruction were color sets
- 97% of all schools had some color sets for instructional purposes
- 18,342 of the 20,513 total TV sets available were used for instructional purposes by 19,753 teachers
- 21% of the 462 staff development programs were new. Total series or programs usage was by 5,397 educators
- 502 educators earned certification-renewal credit utilizing staff development programs and courses

The Satellite Educational Resources Consortium (SERC) project was initiated in South Carolina with four schools participating in the semester pilot use of Japanese and Probability and Statistics.

A computer survey was taken to report activities for the 1988-89 calendar year with the results as follows:
- 98% of all schools had some microcomputers (96% of all schools had some microcomputers for instructional purposes
- 36,599 computers were in schools (for instructional and administrative uses)
- 57% of all instructional personnel were judged to be "computer literate"

A major microcomputer activity was the annual revision of the publication recommending software for Basic Skills Assessment Program (BSAP), grades 1-8 for math, language arts, and science.

The central microcomputer lab at S. C. Educational Television and "mini" labs in each of the five utilization field offices continued to serve educators.

1989-90

Clyde H. Green, Arletta Raley and Audrey B. Eddy retired during the year, while Dorothy L. Owen retired at the end of the 1988-89 school year. New staff members included Doris H. Parker and Jackie B. Davies.

New productions started in cooperation with S.C. ETV included: SANDLAPPER'S TOO (revision) and a Black South Carolina history component to be utilized with 8th grade study of SOUTH CAROLINA HISTORY, and with AIT, a comparative geography program on tourism in the Southeast.

An ITV Emphasis Week was conducted from November 13-16 as a major promotional activity during which four new FOCUS segments were produced, a mid-week special edition of CROSSTALK was shown during which ITV personalities Louise McNamara and Rudy Mancke appeared with winners of an ITV writing contest.

Thirty-eight schools joined the SERC project. South Carolina was the producer of Russian I and AP Economics (Micro and Macro). Two hundred and forty students were enrolled in the various SERC courses.

Hurricane Hugo devastated much of the state as it came ashore at Charleston on September 22, 1989. The disruption of service was a factor in lower ITV growth for the year.

A new publication, ITV SCIENCE BSAP CORRELATIONS, for Grades 1-8, provides selections of ITV programs that correlate to the science basic skills objectives and related subskill levels of the Basic Skills Assessment Program.

Accomplishments in 1989-90 include:
- 96% of all schools used ITV via open-circuit, ITFS, or taped programs
- 83% of all students used ITV as a learning resource
- 51% of all teachers utilized ITV
- 95% of all schools (1,051) had some videotape recording equipment for instructional purposes
- 19,546 of the 22,298 total TV sets available were used for instructional purposes by 19,827 teachers

The 1989-90 computer survey results are as follows:
- 98% of all schools had some microcomputers
- 43,092 computers were in schools for instructional and administrative uses.

The publication of BSAP software listings was revised for math, science and language arts.

The microcomputer labs continued to serve educators.